

WORLD THROMBOSIS DAY
13 OCTOBER



Thrombosis Ireland
Spot The Signs... Save A Life

MEDIA CASE STUDY WTD 2020





THROMBOSIS IRELAND

WHO WE ARE :

Thrombosis Ireland was formed in 2015 by patients, to address gaps in VTE national awareness, Information, Education and support for Patients, families and carers. We are a fully voluntary charity.

OUR MEDIA CAMPAIGNS :

We quickly partnered with World Thrombosis Day, availing of their expertise and materials to implement our awareness campaigns. Every year we launch a national media awareness campaign around World Thrombosis Day, October 13th. Over the last 9 years, we have tried something different every year including newspaper advertising, radio & TV advertising, coffee cup campaigns in universities and local coffee shops and Spotify and digital advertising.



WORLD THROMBOSIS DAY NATIONAL MEDIA CAMPAIGN 2020

- **Overview:**

After an award winning campaign in 2019 with our Big Red Bus Campaign we were now faced with a dilemma. Covid-19 had hit the world and we had to create our World Thrombosis Day Awareness Campaign without any physical events. To add to this, the public were not hearing any advertising other than Government Health Department warnings which were flooding the national radio stations, Newspapers and TV stations. What ever we decided to do, it needed to be a little different.



- **Media Relations Strategy:**

We decided to make an animated TV advert in colours that would be different and catch peoples attention. We worked with a specialist animator to create this and then ran paid advertising on two TV stations.

https://www.youtube.com/watch?v=gVx6qIAfV8&ab_channel=ThrombosisIreland

- We also secured an interview with Prof Fionnuala Ni Ainle & one of her blood clot patients.

Radio advertising on our National Radio Station is something we always like to include and has been a real success for us and value for money, so we booked 104 audio adverts with the same voice over as the TV Advert to help continuity & branding..

We added some digital programmatic with some online news companies using the artwork and video clips from our animated TV video. We bargained and got a good price for this new venture.

Our Social media campaign is launched in tandem, with 7 new patient stories, infographics and the animated video advert on our social media platforms. Facebook, Twitter, Instagram & LinkedIn.





Virgin TV & TG4

Our animated information film was seen by 1.838 million Irish people

Cost: €45,000



LAW & ORDER SVU S20	THROMBOSIS IRELAND	0.91	33.2	75.81	2770.2	121	37.5	0.2	2.4	1159.6	31.7	15.9	9.9	6.1	3.8
STAR TREATMENT (ITV)	THROMBOSIS IRELAND	0.03	1.0	75.84	2771.2	52	11.1	0.0	2.4	1159.6	31.7	15.9	9.9	6.1	3.8
THE CHASE AUSTRALIA	THROMBOSIS IRELAND	0.05	1.9	75.89	2773.1	121	20.0	0.0	2.4	1159.6	31.7	15.9	9.9	6.1	3.9
NEWS AT 12:30 (2020)	THROMBOSIS IRELAND	2.15	78.5	78.04	2851.6	121	40.4	0.4	2.4	1174.9	32.2	16.2	10.3	6.3	4.1
NEWS AT 12:30 (2020)	THROMBOSIS IRELAND	0.03	1.0	78.07	2852.6	121	8.3	0.0	2.4	1174.9	32.2	16.2	10.3	6.3	4.1
JUDGE RINDER S7	THROMBOSIS IRELAND	0.00	0.0	78.07	2852.6			0.0	2.4	1174.9	32.2	16.2	10.3	6.3	4.1
JUDGE RINDER S6 - JK	THROMBOSIS IRELAND	0.65	23.7	78.72	2876.3	121	18.9	0.0	2.4	1176.3	32.2	16.2	10.3	6.4	4.1
HEARTBEAT 17	THROMBOSIS IRELAND	0.59	21.5	79.30	2897.8	115	35.9	0.1	2.5	1181.1	32.3	16.2	10.4	6.4	4.2
IRELAND AM 2020	THROMBOSIS IRELAND	1.63	59.6	80.93	2957.3	117	41.0	0.3	2.5	1191.0	32.6	16.6	10.6	6.5	4.4
IRELAND AM 2020	THROMBOSIS IRELAND	0.09	3.3	81.02	2960.6	121	20.0	0.0	2.5	1191.0	32.6	16.6	10.6	6.5	4.4
MARPLE S3	THROMBOSIS IRELAND	0.22	8.0	81.24	2968.6	121	34.7	0.0	2.5	1191.0	32.6	16.7	10.7	6.6	4.4
MIDSOMER MURDERS S20	THROMBOSIS IRELAND	0.93	34.2	82.18	3002.8	119	36.6	0.1	2.5	1195.9	32.7	16.7	11.0	6.7	4.5
		82.18	3002.8	82.18	3002.8	116	42.1	16.0	2.5	1195.9	32.7	16.7	11.0	6.7	4.5
		0.58	21.1	40.45	1478.1	114	36.1	0.1	1.8	749.2	20.5	8.6	4.6	2.5	1.5



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The Thrombosis Ireland Segment on Ireland AM with a Consultant Haematologist and blood clot patient, delivered the following reach on October 13th 2020 :

- *Individuals: 149.6000*
- Adults 15+: 146,000
- Women 18+: 96,200
- Housekeepers: 91,400
- **This was cost neutral**

Ireland AM TV Interview



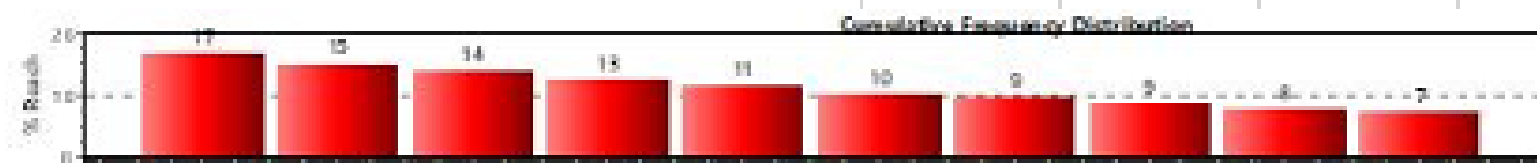
MOVE
AGAINST
THROMBOSIS



Newstalk Radio
We booked 104
audio advert slots
that reached 685K
listeners at a cost
of €12,000



Media Plan									
Database - CGL INTERNAL USE ONLY JNLR October 2019-September 2020 (MediaStar+) [7-day 12-mth wt]									
Base: All Adults									
Sample Size: 12120									
Universe Estimate All Adults: 3935									
8 Weeks									
Stations	Spots	Total Population Reach %	Target Group Reach %	Target Group Factor	€/Each	€ Total	Incremental Reach % Estimate	€/	
Summary	104	16.5	16.5	1	€0.00	€0.00			
Newstalk: Weekday Prime 0700-1900	104	1.7	1.7	1	€0.00	€0.00	0.2		



Average Frag: 10.6



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MailOnline

EVOKE

Extra.ie
Read more about it

Order	Creative	Total impressions	Total clicks	Total CTR
Thrombosis Ireland Cross Site Oct - Nov 20	Thrombosis Ireland VOD	125,009	256	0.20%
Thrombosis Ireland Cross Site Oct - Nov 20	MOL HPTO	1,227,007	2,815	0.23%
Thrombosis Ireland Cross Site Oct - Nov 20	MOL EVIE EXIE APTO	461,961	5,424	1.17%
Thrombosis Ireland Cross Site Oct - Nov 20	MOL EVIE EXIE Super Sticky Banner	184,284	1,211	0.66%
Thrombosis Ireland Cross Site Oct - Nov 20	MOL EVIE EXIE Interscroller	106,766	1,023	0.96%
Thrombosis Ireland Cross Site Oct - Nov 20	MOL EVIE EXIE MPU	441,013	2,355	0.53%
Total		2,546,040	13,084	0.51%

VIDEO VALUE : €4,000
 DISPLAY ADVERT VALUE : €2,138
 TOTAL VALUE : €6,138

TOTAL SPEND : €4,500

**Our Online digital campaign was
by seen 2.56 million people**



MOVE
AGAINST
THROMBOSIS



MEDIA CASE STUDY



- **Complimentary Media Materials:**
 - We made sure to issue a press release.
 - We also included €3,000 to boost social media posts that were getting a good organic reach. The patient video stories are always very popular
- Complimentary Virtual Annual Patient Conference with 14 specialist talks over two days. These were also recorded and added to our website resources.

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Patient • Family • Carer

ALL ABOUT BLOOD CLOTS

30 MINUTE VIRTUAL INFORMATION TALKS

30th September 2020

1st October 2020

Topics:

- All About Blood Clots
- Covid-19 and Thrombosis
- Thrombosis Ireland & You
- APS Antiphospholipid Syndrome
- Psychological Recovery & Managing Anxiety After a Blood Clot
- Patients's story
- Post Thrombotic Syndrome and Complications
- Physical Recovery after a Blood Clot
- CVST Cerebral Venous Sinus Thrombosis
- Improving the Diagnosis of Pulmonary Embolism
- Hormone Treatment & Blood Clots
- Pregnancy/Birth & Blood Clots
- Anticoagulation Medication
- Hereditary Blood Coagulation Disorders
- Cancer Associated Thrombosis
- Hospital Acquired Thrombosis

VTEDUB 2020

LEARN • ASK QUESTIONS • GET ANSWERS

Any queries please contact
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Thank You!



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